

CLASSIFICATION OFFICE DECISION

Title of publication: Auckland Museum Queerseum Audio Guide

Other known title(s): Not stated

OFLC ref: 2000179.000

Medium: Audio File

Creator: Catherine Smith
Siren Deluxe

Producer: Briar Davies

Publisher: Auckland War Memorial Museum

Country of origin: Aotearoa New Zealand

Language: English, Māori

Applicant: Auckland War Memorial Museum

Classification:	Unrestricted: Suitable for mature audiences 16 years of age and over.
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Descriptive note: None

Display conditions: None

Date of entry in Register: 27 May 2020

Date of direction to issue a label: No direction to issue a label has been issued

Date of notice of decision: 27 May 2020

Summary of reasons for decision:

‘Auckland Museum Queerseum Audio Guide’ is a 2020 digital tour guide web app, providing a light-hearted, multimedia virtual tour for a museum exhibition through audio narration, text, images and maps. The audio guide provides a virtual tour of the museum collections highlighting some of the LGBTIQ+ stories inspired by the museum’s objects. The guide is compiled and recorded by the Museum’s Rainbow staff to celebrate diversity and highlight its queer stories. It is professionally executed for the engagement, education and entertainment of mature audiences. Its numerous cursory but sometimes risqué sexual references are momentarily detailed on rare occasions. However, the content generally is not intended for children and is unlikely to engage them generally. More specifically, the sexual references are not likely to be very meaningful to children. If children do use the app, the sexual content is not of a graphic, descriptive or impactful nature that is likely to prematurely expose them to adult sexuality. While they may be momentarily disturbed or confused by the content, the sexual content is generally sufficiently veiled and focused on inexplicit museum artefacts, which immediately draws attention away from the sexual references. ‘Auckland Museum Queerseum Audio Guide’ is therefore classified as unrestricted M. Any signage or other covering information should include a notice that the audio guide has been classified as unrestricted, but is

recommended for mature audiences, and that it contains sexual references. This classification does not impose any limitation on the right to freedom of expression contained in the New Zealand Bill of Rights Act 1990.